

Comparisons of Job Characteristics

Focus Occupation: Advertising and Promotions Managers (11-2011)

Associated Occupation: Public Relations and Fundraising Managers (11-2031)

Compare Knowledge

Compare Skills

Compare Abilities

Compare Detailed Work Activities

Compare Tools and Technologies

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 90

Focus Occupation: Advertising and Promotions Managers (11-2011)

Associated Occupation: Public Relations and Fundraising Managers (11-2031)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation
Customer and Personal Service	11.3	20.4	14.0	<< Extensive education and/or training may be required
English Language	11.2	19.9	17.6	< Expanded education and/or training may be required
Sales and Marketing	5.2	18.9	14.9	<< Extensive education and/or training may be required
Communications and Media	5.3	18.4	18.1	0 Current knowledge level may be sufficient
Administration and Management	8.4	15.6	14.9	0 Current knowledge level may be sufficient
Personnel and Human Resources	5.6	12.4	6.9	<< Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 97

Focus Occupation: Advertising and Promotions Managers (11-2011)

Associated Occupation: Public Relations and Fundraising Managers (11-2031)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation
Speaking	10.8	16.2	14.5	< A higher skill level may be required
Active Listening	11.0	15.1	13.9	0 Current skill level may be sufficient
Writing	9.2	15.0	12.5	< A higher skill level may be required
Social Perceptiveness	9.1	14.3	13.0	< A higher skill level may be required
Coordination	9.1	13.6	12.7	0 Current skill level may be sufficient
Persuasion	7.4	13.6	10.3	<< Extensive development of skills in this area may be required

Time Management	8.9	11.8	13.2	>	Skill level is likely sufficient
Management of Personnel Resources	6.9	11.5	10.6	0	Current skill level may be sufficient
Negotiation	6.8	11.5	11.0	0	Current skill level may be sufficient
Systems Analysis	6.5	11.4	9.4	<	A higher skill level may be required
Systems Evaluation	6.4	11.4	9.8	<	A higher skill level may be required
Management of Financial Resources	3.3	10.1	9.4	0	Current skill level may be sufficient
Management of Material Resources	3.7	7.2	6.4	<	A higher skill level may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 96			
Focus Occupation: Advertising and Promotions Managers (11-2011) Associated Occupation: Public Relations and Fundraising Managers (11-2031)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	17.3	16.5	0	Current ability level may be sufficient
Speech Clarity	10.2	16.0	13.0	<	Some improvement in abilities may be required
Written Expression	9.8	16.0	13.2	<	Some improvement in abilities may be required
Oral Comprehension	12.5	15.5	14.6	0	Current ability level may be sufficient
Written Comprehension	11.0	14.3	13.2	0	Current ability level may be sufficient
Speech Recognition	9.9	14.2	13.2	0	Current ability level may be sufficient
Problem Sensitivity	11.1	13.6	13.8	0	Current ability level may be sufficient
Deductive Reasoning	10.6	13.3	14.1	0	Current ability level may be sufficient
Fluency of Ideas	7.6	12.5	13.0	0	Current ability level may be sufficient
Originality	7.6	11.4	12.2	0	Current ability level may be sufficient
Memorization	5.6	8.1	6.1	<<	Extensive improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 85
Focus Occupation: Advertising and Promotions Managers (11-2011) Associated Occupation: Public Relations and Fundraising Managers (11-2031)		
Work Activities	Exclusivity of Activity	
Develop budgets	56	
Develop policies, procedures, methods, or standards	21	
Direct and coordinate activities of workers or staff	3	

Evaluate advertising promotions	87
Make presentations	13
Monitor consumer or marketing trends	74
Oversee execution of organizational or program policies	49
Supervise advertising or public relations staff	92
Use public speaking techniques	13

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: 94

Focus Occupation: Advertising and Promotions Managers (11-2011)
Associated Occupation: Public Relations and Fundraising Managers (11-2031)

Tools and Technologies	Exclusivity
Business function specific software	1
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Content management software	6
Data management and query software	1
Development software	4
Duplicating machines	6
Information exchange software	1
Network applications software	1
Personal communication devices	2

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.